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**STATEMENT UNDER 37 CFR 3.73(b)**

**COPY OF PAPERS  
ORIGINALLY FILED**

Applicant/Patent Owner: Jim Smith et al.

Application No./Patent No.: 09/733,754

Filed/Issue Date: 12/08/2000

Entitled: System and Method for Calculating a Marketing Appearance Frequency Measurement

Word of Net Acquisition Corporation, an corporation

(Name of Assignee)

(Type of Assignee, e.g. corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of an undivided part interest

in the patent application/patent identified above by virtue

of either.

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: Jim Smith To: Word of Net, Inc.  
The document was recorded in the Patent and Trademark Office at Reel 011703, Frame 0149-0153, or for which a copy thereof is attached.
2. From: Word of Net, Inc. To: Word of Net Acquisition Corporation  
The document was recorded in the Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
3. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ Copies of assignments or other documents in the chain of title are attached.  
**[NOTE:** A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the PTO. See MPEP 302-302.8]

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

9/19/01  
Date

  
Signature

David Berkus  
Typed or printed name

President, Word of Net Acquisition Corporation  
Title



**UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

JUNE 29, 2001

PTAS



\*101686938A\*

LYON & LYON LLP  
DAVID A. RANDALL  
633 WEST FIFTH STREET  
SUITE 4700  
LOS ANGELES, CA 90071-2066

**UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT**

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 04/02/2001

REEL/FRAME: 011703/0149  
NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

**ASSIGNOR:**

SMITH, JAMES R., II

DOC DATE: 03/29/2001

**ASSIGNEE:**

WORD OF NET, INC.  
14260 VENTURA BLVD., SUITE 200  
SHERMAN OAKS, CALIFORNIA 91423

SERIAL NUMBER: 09733754  
PATENT NUMBER:

FILING DATE: 12/08/2000  
ISSUE DATE:

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SAUNDRA BALLENGER, EXAMINER  
ASSIGNMENT DIVISION  
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RECORDATION FORM COVER SHEET  
PATENTS ONLY

04-25-2001



Docket No. 256/075

101686938

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

James R. Smith II

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

2. Name and address of receiving party:

Name: Word of Net, Inc.

Internal Address: \_\_\_\_\_

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other \_\_\_\_\_Execution Date: March 29, 2001

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Street Address: 14260 Ventura Blvd., Suite 200City: Sherman Oaks State: CA Zip: 91423Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No(s): 09/733,754

B. Patent No(s): \_\_\_\_\_

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: David A. RandallInternal Address: LYON & LYON LLP633 West Fifth Street, Suite 4700  
Los Angeles, CA 90071-2066

6. Total number of applications and patents involved:

7. Total fee (37 CFR 3.41): \$ 40.00

☒ Enclosed☐ Charge this Deposit Account if any additional fee is required8. Deposit Account Number: 12-2475

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9. Statement and signature:

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

David A. Randall, Reg No. 37,217Date: March 30, 2001Total number of pages including cover sheet: 4

OMB No. 0651-0011 (exp. 4/94)

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Director — U.S. Patent and Trademark Office

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Washington, D.C. 20231

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ASSIGNMENT OF PATENT APPLICATION

WHEREAS, I, JAMES R. SMITH II, a citizen of the UNITED STATES, (hereinafter referred to as "ASSIGNOR"), have invented a SYSTEM AND METHOD FOR CALCULATING A MARKETING APPEARANCE FREQUENCY MEASUREMENT for which application for Letters Patent of the United States of America was filed on December 8, 2000 under Attorney Docket No. 256/075 and assigned United States Application Serial No. 09/733,754; and

WHEREAS, WORD OF NET, INC., a corporation organized and existing under and by virtue of the laws of the State of **California** and having its principal place of business at 14260 Ventura Boulevard, Suite 200, Sherman Oaks, CA 91423 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

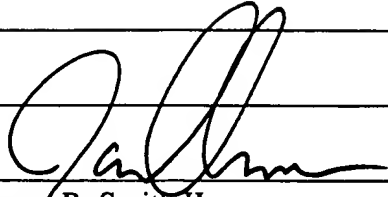
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers and sets over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto, to be obtained for said invention by said application, and to any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention; and ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue

said Letters Patent or any legal equivalent thereof to said ASSIGNEE, its successors and assigns, in accordance with this Assignment.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Agreement;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and

said equivalents in the United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

WITNESS my hand at SHERMAN OAKS,  
California, this 29<sup>th</sup> day of MARCH, 2001.  
  
James R. Smith II

STATE OF CALIFORNIA            )  
  ) ss  
COUNTY OF LOS ANGELES    )

On MARCH 29, 2001 before me, ODET MANGASARIAN, personally appeared  
JAMES ROBERT SMITH

☐ personally known to me - OR - ☒ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



Odet Mangasarian  
Notary Public in and for said County and State

## ASSIGNMENT

WORD OF NET, INC., a corporation organized and existing under the laws of California, and having its address and principle place of business at 14260 Ventura Blvd., Suite 200, Sherman Oaks, California 91423 ("WORD OF NET"), has acquired, by way of an Assignment recorded with the U.S. Patent and Trademark Office at Real 011703, Frames 0149 to 0153, the entire right, title and interest in a certain invention entitled SYSTEM AND METHOD FOR CALCULATING A MARKETING APPEARANCE FREQUENCY MEASUREMENT for which application for Letters Patent of the United States of America was filed on December 8, 2000, under Serial No. 09/733,754;

WHEREAS, WORD OF NET ACQUISITION CORPORATION, a corporation organized and existing under the laws of California, and having its address and principle place of business at 1430 Glencoe Drive, Arcadia, California 91006 ("WONAC"), is desirous of acquiring the entire right, title and interest of WORD OF NET in, to and under said invention and in and to the Letters Patent to be granted and issued therefor throughout the world;

NOW, THEREFORE, in recognition that said invention is an asset transferred to WONAC as a result of WONAC's assumption of all physical and intangible assets of the Corporation per the terms of its letter of June 15th, 2001, and the Company's acknowledgement of transfer of collateral dated June 19th, 2001, WORD OF NET does hereby assign, transfer and set over unto WONAC, its successors, assigns, and legal representatives, its entire right, title and interest to said invention, and in and to any and all Letters Patent to be granted and issued therefor, including all continuations, continuation-in-part and/or divisional applications, not only for, to and in the United States of America, its territories and possessions, but for, to and in all countries through the world, including all priority rights under the International Convention and any other applicable laws or treaties; and hereby authorize and request the United States Commission of

Patents and Trademarks to issue said Letters Patent to said WONAC, its successors and assigns,  
in accordance with this Assignment.

IN WITNESS WHEREOF, WORD OF NET ACQUISITION CORPORATION  
has caused this Assignment to be executed on this 19<sup>th</sup> day of September, 2001, at  
Los Angeles, California, by a duly authorized officer.

WORD OF NET, INC.  
a California Corporation

By: [Signature]  
Paul Grand  
President and Secretary

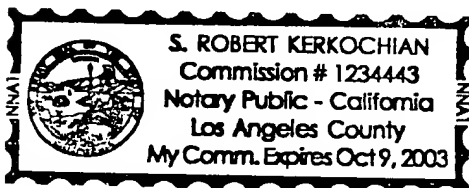
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STATE OF CALIFORNIA )  
COUNTY OF LOS ANGELES ) ss )

On September 19, 2001 before me, S Robert Kerkochian, personally appeared  
Paul Grand

☐ personally known to me - OR - ☒ proved to me on the basis of satisfactory evidence  
to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged  
to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by  
(his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the  
person(s) acted, executed the instrument.

WITNESS my hand and official seal.



[Signature]  
Notary Public in and for said County and  
State

